LOCAL COMMUNITY’S PERCEPTION OF THE APPROPRIATENESS AND SUCCESS OF TOURISM DEVELOPMENT MODELS IN LOWER KINABATANGAN REGION, SABAH, EAST MALAYSIA

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To All of My Family Members Particularly To my Beloved Father and Mother

Who Never Cut their True Support Towards Me
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ABSTRACT

The growth of mass tourism has led to the problems of environmental, social, and cultural degradation. In an effort to address these problems, alternative forms of tourism have been developed. This has resulted in a rapidly developing tourism industry that has already gone through different models such as Pro-Poor Tourism (PPT), Community-Based Tourism (CBT), and Community Benefit Tourism Initiatives (CBTIs). On top of that, it is found that the opinions of local communities on tourism development within their areas vary significantly depending on certain variables such as community’s expectations and perception of their benefits. Therefore, this study aims to investigate the appropriateness and success level of tourism models developed in rural areas from a local community’s point of view via a comparative study of CBT and CBTI in 2 villages of Lower Kinabatangan region. The first step is to determine the local community’s choice of appropriate tourism paradigm in their regions and their reasons behind it and the second is to evaluate the success level of these two oft-debated tourism paradigms from a local community’s perspective. Both quantitative and qualitative research methods were employed to achieve the research goal. A decision making model based on 42 research variables as its input data was created using the Analytic Network Process (ANP) method that employed the Interpretive Structural Modeling (ISM) technique. The decision making model used questionnaires which are designed based on the model’s regulations to determine the choices of the local communities and local operators in regard to CBT and CBTI. Furthermore, a questionnaire was used to determine the local communities’ satisfaction of tourism success level. The results revealed that both local communities from the 2 villages and local operators from Batu Putih village preferred CBT as the appropriate tourism model for their region while local operators from Sukau village preferred CBTI as the appropriate tourism model in their region. The results also showed that local communities view CBT to be more successful than CBTI.
ABSTRAK

Pertumbuhan pelancongan massa mengundang kepada beberapa masalah seperti pencemaran alam sekitar, sosial dan kerosakan budaya. Oleh itu, pembangunan pelancongan alternatif sering dilihat sebagai salah satu langkah penyelesaian. Industri pelancongan yang sedang berkembang pesat telah melalui model yang berbeza seperti Pelancongan PPT, CBT dan CBTIs. Pandangan komuniti terhadap pembangunan pelancongan di kawasan mereka adalah berbeza dengan ketara berdasarkan kepada pembolehubah seperti persepsi komuniti terhadap faedah. Justeru itu, kajian ini bertujuan untuk mengkaji kesesuaian dan tahap kejayaan model pelancongan yang dibangunkan di kawasan luar bandar dari sudut pandangan komuniti tempatan dengan melakukan kajian perbandingan CBT dan CBTI di 2 buah kampung di kawasan Lower Kinabatangan; untuk mengenalpasti pilihan komuniti tempatan terhadap paradigma pelancongan yang bersesuaian di kawasan mereka berserta justifikasi mereka dan untuk menilai tahap kejayaan dua paradigma pelancongan yang dibahaskan ini dari perspektif komuniti tempatan. Kedua-dua kaedah kualitatif dan kuantitatif telah digunapakai untuk mencapai matlamat kajian; pertama sekali, model membuat keputusan telah dibentuk berdasarkan kepada 42 pembolehubah kajian sebagai data input dengan menggunakan kaedah Proses Jaringan Analisis (ANP) melalui teknik Permodelan Struktur Interpretasi (ISM). Model membuat keputusan mengukur pilihan komuniti dan operator tempatan terhadap CBT dan CBTI melalui soal selidik direka berdasarkan perundangan model manakala kepuasan komuniti tempatan terhadap tahap kejayaan pelancongan diukur. Tambahan lagi, soal selidik telah digunakan untuk menentukan kepuasan masyarakat tempatan terhadap kejayaan pelancongan. Hasil keputusan telah mendapati bahawa kedua-dua komuniti tempatan daripada 2 buah kampung dan operator tempatan di Kampung Batu Putih memilih CBT sebagai model pelancongan yang sesuai untuk kawasan mereka manakala komuniti tempatan di Kampung Sukau lebih memilih CBTI sebagai model pelancongan yang sesuai untuk kawasan ini. Keputusan juga telah menunjukkan bahawa CBT lebih berjaya berbanding CBTI dari perspektif komuniti tempatan.